

REP HEADLINE# 6230378 TRF# E:120821
\$\$\$ MOD# 0: UNAPPROVED REV #1 \$\$\$

REP: TEL# 703-516-9399 FAX# 703-516-9680
CREDIT ADVISORY: AGENCY CREDIT RISK !!
ORDER WORKSHEET HARRIS REPORT FROM REP AUG23/12 09.55
CHANGES ** WFLA-TV ***

ADV # ADV. NAME POLI/M ROMNEY/K/PRE/US REP. # OFF. # SALESMAN #
AGY # AGY. NAME AMERICAN FABLEER PRODUCTIONS BUYER NAME STEPHANIE KINCAID

138 CONANT STREET SALES PRSN WA- MEGHAN MCGARR (H)
BEVERLY, MA 01915

ORDER # CONTRACT # 6290978 CLASS: NATL. LOCAL REGIONAL

PROCT ROMNEY FOR PRESIDENT EST# COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES AUG22/12 AUG26/12 WK-1

CITY TAX STATE TAX CO-OP BILLING NEEDED DATE AUG23/12 09.55

REP: REVISIONS
CANCELED LINE 11
MG ON LINES 13-14
REV TTL \$34,725 @33X
PLEASE CONFIRM
THANKS SHOSHANA FOR MEGHAN

CON CM ***** THIS IS A CASH IN ADVANCE SCHEDULE *****
ROMNEY FOR PRESIDENT (BALANCE)

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
11	S		700P-800P	30		\$6,500.00	8/26	8/26	0		SUN	0
PROGRAM : DATELINE												
CON COM1: DATELINE												
13	A		630P-700P	30		\$3,500.00	8/24	8/24	1		FRI	1
PROGRAM : NEWS												
CON COM1: NEWS												
14	A		1200N-100P	30		\$200.00	8/25	8/25	1		SAT	1
PROGRAM : SAT NOON NEWS												
CON COM1: SAT NOON NEWS												

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REP HEADLINE# 0290378 TRF# E:120821
 \$\$\$ MOD# 0: UNAPPROVED REV #1 \$\$\$

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 CHANGES ** WFLA-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
:	LINE#	:	:	:	:	:	DATE	DATE	:	:	:	:
AUG/12			34725.00									
CONTRACT TOTAL												34725.00
TOTAL SPOTS												33

MARKET TOTALS \$37,525 WFLA 100% WFTS 0% WTSP 0% WTVT 0% WTOG 0% WTTA 0% WMOR 0%
 WMOX 0% WXPX 0% WWSB 0% CABL 0%

PACKAGE TO EVEN ROMNEY'S MONEY BALANCE AT STATION

SVC- NSI BOOKS- AUG/PJ
 DEMOS- RA35+*

MOD CODE A-ADD B-BUY TYPE C-CANCELLED DE-DELETE E-EFF DATES L-LENGTH M-MAKEGOOD N-PROGRAM NAME
 P-CLASS, PLAN, SECT Q-PAID PGM R-RATE S-SPOTS PER WEEK T-TIME X-LATE Y-DAYS Z-COMMENTS *-MULTIPLE

American Rambler Productions
138 Conant Street
Beverly MA 01915

Mitt Romney/ R/ President/ US
Submission Number 749 Issue 2



WFLA-TV
P.O. Box 1410
Tampa, FL 33601

PHONE (813) 228-8888

Original

Client:	Mitt Romney/ R/ President/ US	Submission Cost:	34725	Campaign Ref:	E:120821057
Buyer:		Client/Product/Estimate:		Sales Rep:	HRP Washington, DC
Schedule Dates:	08/20/12 to 08/26/12	Weeks:	1	Order Ref:	06290978
Est./PO Number:	06290978	Contract type:	Political	Business Type:	POLITICAL
Associated Copies:	No			Business Category:	Transactional

Product:	Romney For President	Booking Group:	WFLA	Key Market:	Tampa-St. Petersburg, FL
Demographic:	(L) Household	Order:			

Ref	Sales Product Details	Rev Type	Rate	Spot Type	Nbr of Spots	08/20	Total	Cost
1	M-F 5a News ..WTF..	01	300	30 Comme	Nbr of Spots	3	3	900
2	M-F 530a News ..WTF..	01	500	30 Comme	Nbr of Spots	3	3	1500
3	Sat 7a Today ShowS.	03	550	30 Comme	Nbr of Spots	2	2	1100
4	Sat 9a NewsS.	02	475	30 Comme	Nbr of Spots	1	1	475
5	M-F 10a News ..WTF..	01	300	30 Comme	Nbr of Spots	3	3	900
6	M-F 12p Today Show III ..WTF..	02	275	30 Comme	Nbr of Spots	6	6	1650
7	Sat 12p NewsS.	02	200	30 Comme	Nbr of Spots	1	1	200
8	Sun 12p NewsS.	02	200	30 Comme	Nbr of Spots	1	1	200
9	M-F 3p Doctors	04	425	30 Comme	Nbr of Spots	6	6	2550
Weekly Totals: Total Spots(Ord Spots)						33	33	

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Mitt Romney/ R/ President/ US
Submission Number 749 Issue 2



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P.O. Box 1410
Tampa, FL 33601

PHONE (813) 228-8888

Original

Client: Mitt Romney/ R/ President/ US	Submission Cost: 34725	Campaign Ref: E:120821057
Buyer: US	Client/Product/Estimate:	Sales Rep: HRP Washington, DC
Schedule Dates: 08/20/12 to 08/26/12	Weeks: 1	Order Ref: 06290978
Est./PO Number: 06290978	Contract type: Political	Business Type: POLITICAL
Associated Copies: No		Business Category: Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	08/20	Total	Cost
10	M-F 730p Entertainment Tonight WTF..	02	1850	30 Comme	Nbr of Spots	3	5550
11	Sun 8p ET / 7p CT Sun Night Football - PreseasonS	05	8000	30 Comme	Nbr of Spots	2	16000
12	M-F 630p ET / 530p CT NBC Nightly News ...F..	02	3500	30 Comme	Nbr of Spots	1	3500
13	Sat 12p NewsS	02	200	30 Comme	Nbr of Spots	1	200
Weekly Totals: Total Spots(Ord Spots)					33	33	

Grand Totals

Totals		Month 8 Weeks: 4	
Spots	Cost	08/20	
33	34725	33	34725

Grand Totals:

Spots:	33
Gross Total:	34,725.00
Commission:	5,208.75
Net Total:	29,516.25

AUG21/12 12.03
*** WFLA-TV ***

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LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
1			500A-530A	30		\$300.00	8/22	8/24	3		W-F	3
PROGRAM : NEWS 5A												
CON COM1: NEWS 5A												
2			530A-600A	30		\$500.00	8/22	8/24	3		W-F	3
PROGRAM : NEWS 530A												
CON COM1: NEWS 530A												
3			700A-900A	30		\$550.00	8/25	8/25	2		SAT	2
PROGRAM : TODAY SHOW SAT												
CON COM1: TODAY SHOW SAT												
4			900A-1000A	30		\$475.00	8/25	8/25	1		SAT	1
PROGRAM : SAT TODAY												
CON COM1: SAT TODAY												

REP HEADLINE# 6250978
 *** ORIGINAL REV#0 ***

REP: TEL# 703-516-9399 FAX# 703-516-9680
 CREDIT ADVISORY: AGENCY CREDIT RISK !!!
 ORDER WORKSHEET HARRIS REPORT FROM REP

AUG21/12 12.03
 *** WFLA-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
5			1000A-1030A PROGRAM : NEWS 10A CON COM1: NEWS 10A	30		\$300.00	8/22	8/24	3		W-F	3
6			1200N-100P PROGRAM : TODAY SHOW3 CON COM1: TODAY SHOW3	30		\$275.00	8/22	8/24	6		W-F	6
7			1200N-100P PROGRAM : SAT NOON NEWS CON COM1: SAT NOON NEWS	30		\$200.00	8/25	8/25	1		SAT	1
8			1200N-100P PROGRAM : SUN NOON NEWS CON COM1: SUN NOON NEWS	30		\$200.00	8/26	8/26	1		SUN	1
9			300P-400P PROGRAM : DOCTORS CON COM1: DOCTORS	30		\$425.00	8/22	8/24	6		W-F	6
10			730P-800P PROGRAM : ET CON COM1: ET	30		\$1,850.00	8/22	8/24	3		W-F	3
11			700P-800P PROGRAM : DATELINE CON COM1: DATELINE	30		\$6,500.00	8/26	8/26	1		SUN	1
12			800P-1100P PROGRAM : SUN NIGHT FTBL CON COM1: SUN NIGHT FTBL	30		\$8,000.00	8/26	8/26	2		SUN	2

AUG/12 37525.00 CONTRACT TOTAL 37525.00
 TOTAL SPOTS 32

REP HEADLINE# 6290978
 *** ORIGINAL REV#0 ***

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 ORDER WORKSHEET HARRIS REPORT FROM REP

AUG21/12 12.03
 *** WFLA-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
1												

MARKET TOTALS \$37,525 WFLA 100% WFTS 0% WTSP 0% WTVT 0% WTOG 0% WTTA 0% WMOR 0%
 WMOX 0% WXPX 0% WWSB 0% CABL 0%

PACKAGE TO EVEN ROMNEY'S MONEY BALANCE AT STATION

SVC- NSI BOOKS- AUG/PJ
 DEMOS- RA35+*

American Rambler Productions
138 Conant Street
Beverly MA 01915

Mitt Romney/ R/ President/ US
Submission Number 745 Issue 1



WFLA-TV
P.O. Box 1410
Tampa, FL 33601

PHONE (813) 228-8888

Original

Client:	Mitt Romney/ R/ President/ US	Submission Cost:	31025	Campaign Ref:	E:120821057
Buyer:	US	Client/Product/Estimate:		Sales Rep:	HRP Washington, DC
Schedule Dates:	08/20/12 to 08/26/12	Weeks:	1	Order Ref:	06290978
Est./PO Number:	06290978	Contract type:	Political	Business Type:	POLITICAL
Associated Copies:	No			Business Category:	Transactional

Product:	Romney For President	Booking Group:	WFLA	Key Market:	Tampa-St. Petersburg, FL
Demographic:	(L) Household	Order:			

Ref	Sales Product Details	Rev Type	Rate	Spot Type	Nbr of Spots	08/20	Total	Cost
1	M-F 5a News ..WTF..	01	300	30 Comme	Nbr of Spots	3	3	900
2	M-F 530a News ..WTF..	01	500	30 Comme	Nbr of Spots	3	3	1500
3	Sat 7a Today ShowS.	03	550	30 Comme	Nbr of Spots	2	2	1100
4	Sat 9a NewsS.	02	475	30 Comme	Nbr of Spots	1	1	475
5	M-F 10a News ..WTF..	01	300	30 Comme	Nbr of Spots	3	3	900
6	M-F 12p Today Show III ..WTF..	02	275	30 Comme	Nbr of Spots	6	6	1650
7	Sat 12p NewsS.	02	200	30 Comme	Nbr of Spots	1	1	200
8	Sun 12p NewsS.	02	200	30 Comme	Nbr of Spots	1	1	200
9	M-F 3p Doctors	04	425	30 Comme	Nbr of Spots	6	6	2550
Weekly Totals: Total Spots(Ord Spots)						31	31	

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Submission Number 745 Issue 1



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PHONE (813) 228-8888

Original

Client: Mitt Romney/ R/ President/ US	Submission Cost: 31025	Campaign Ref: E:120821057
Buyer: US	Client/Product/Estimate:	Sales Rep: HRP Washington, DC
Schedule Dates: 08/20/12 to 08/26/12	Weeks: 1	Order Ref: 06290978
Est./PO Number: 06290978	Contract type: Political	Business Type: POLITICAL
Associated Copies: No		Business Category: Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	08/20	Total	Cost
10	M-F 730p Entertainment Tonight ..WTF..	02	1850	30 Comme	Nbr of Spots	3	5550
11	Sun 8p ET / 7p CT Sun Night Football - PresasonS	05	8000	30 Comme	Nbr of Spots	2	16000
Weekly Totals: Total Spots(Ord Spots)					31	31	

Grand Totals		Month 8 Weeks: 4	08/20
Totals	Spots	31	31
	Cost	31025	31025

Grand Totals:	Spots:	31
	Gross Total:	31,025.00
	Commission:	4,653.75
	Net Total:	26,371.25